Progress® Sitefinity®

P.F. Chang's Increases New Users by 40% and Makes Site More Nimble, Secure and Accessible with Progress Sitefinity

CASE STUDY

Progress Sitefinity
2022 Website of the Year
CATEGORY WINNER
Best Digital Experience

P.F. CHANG'S

INDUSTRY
Food & Beverage

PRODUCT
Progress Sitefinity

SUMMARY
When P.F. Chang's sought to rebuild its website to the latest version of Sitefinity to reduce dependencies on technical resources, become ADA complaint, and reduce technical debt, it engaged Americaneagle.com, for the rebuild, which improved site speed and accessibility, and led to substantial improvements across engagement, conversions and overall customer experience.

> "Our marketing team is now able to self-manage the entire digital experience and make updates on the fly. Time to market on things like promotions that need to be timely, has been cut considerably."
>
> Director of eCommerce, P.F. Chang's

Challenge

Over the years, P.F. Chang's original Progress® Sitefinity® website implementation and supporting technologies grew outdated as the digital world evolved. Even the most basic of website changes would often require a frontend developer – a dependency that is entirely avoidable and contributes to higher overhead costs for website management and maintenance. This challenge was paired with difficulties in keeping pace with daily updates to the website and promotional content – all time-sensitive updates.

Additionally, the third-party online ordering experience was hindered by a clunky experience, slow page load times and exceptionally high abandonment rates. The customer rewards functionality of the website, driven by integrations to internal systems, left much to be desired as well both in terms of UX and modern development practices.

Further, P.F. Chang's was heavily committed to providing exceptional usability, with strict adherence to WCAG AA guidelines and accommodating users of all types as consistent with the American Disabilities Act (ADA). Proper development practices, content editor training and specialized testing tools would be necessary to achieve proper accessibility practices across their website.

Solution

Progress Premium Partner, Americaneagle.com, was selected to consult, plan and execute the website revamp project. As Craig Briars, sales director at Americaneagle.com, said, "P.F. Chang's investment into digital represents their sharp focus on providing exceptional guest and customer experiences. They saw the value of this project, with real potential for cost reductions across operational, infrastructure and resourcing."

P.F. Chang's used this project as a catalyst to update internal development standards while simultaneously modernizing their internal software packages, libraries and DevOps processes across the organization. It incorporated a transition to the most recent version of Angular is supported by Sitefinity Bootstrap and eliminated a patchwork of other

legacy tools. With the site redesign, P.F. Chang's was able to take advantage of the latest and greatest capabilities, including the new admin and content editing UI, an intuitive change that was welcomed by their marketing team.

Sitefinity's extensibility allowed for secure and performant integration with third-party systems, including an internal CDP and a rewards management database (Yext) for personalized location content, and an online ordering system. The team moved to a widgetized structure across the site to allow content editors and marketers to make content changes. Previously hardcoded website pages providing loyalty information or account details were high-trafficked and are now built on Sitefinity.

As the director of eCommerce at P.F. Chang's continued, "Being able to self-manage our website and control content without restriction or technical blockers was a big win. In addition, being able to personalize content based on a user's location, the conversion funnels, especially for online ordering, lead a user to exactly where they need to go – without extra clicks or steps. The digital experience is consistent, familiar and can be tailored to a visitor – much like their interactions when guests dine with us. That unified brand experience is a key pillar of our desired customer journeys"

Tapping into Americaneagle.com's deep experience for all things ADA Accessibility, the new P.F. Chang's website was developed to WCAG 2.1 AA standards and underwent both manual and automated testing. For automated accessibility testing and ongoing monitoring of the website's accessibility benchmark scores, Americaneagle.com and P.F. Chang's tapped Siteimprove and used its extension into the Sitefinity CMS.

> **"We've seen a 41% increase in site page views, 40% YoY increase in the number of keywords ranked on page one of Google, and a 20% YoY increase of organic impressions on our menu pages. Additionally, we immediately observed improvements in detected page experience and page load speed scores which was a huge win."**
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> Director of eCommerce, P.F. Chang's

Results

"We've seen a 41% increase in site page views, 40% YoY increase in the number of keywords ranked on page one of Google, and a 20% YoY increase of organic impressions on our menu pages," the Director of eCommerce said. "Additionally, we immediately observed improvements in detected page experience and page load speed scores which was a huge win."

P.F. Chang's is now able to invest their resources into website enhancement and optimizations, rather than fixes. By leveraging the newest, most lightweight and flexible platform yet, page speed and performance have vastly improved. Marketers have more control over the entire experience, which decreases the cost of website maintenance.

"P.F. Chang's is positioned to realize operational cost reductions, paired with online revenue growth and has already achieved significant, sustained improvement across most any website KPI that an executive would appreciate," concluded Briars. "An exceptional customer centric digital experience, with a foundation of modern technology and a measurable ROI is a classic example of what a partnership with Americaneagle.com looks like."

About P.F. Chang's

P.F. Chang's is an Asian restaurant concept founded on making food from scratch every day in every restaurant. Created in 1993 by Philip Chiang and Paul Fleming, P.F. Chang's is the first multi-unit restaurant concept in the U.S. to honor and celebrate the 2,000-year-old tradition of wok cooking as the center of the guest experience. Today, P.F. Chang's has 210+ U.S. restaurants, including airport locations, plus over 95 restaurants in more than 25 countries across the globe. For more information, please visit www.pfchangs.com

About Americaneagle.com

Americaneagle.com is the leading Progress Premium Partner, as the most awarded Sitefinity Partner and largest amount of Sitefinity certified team members in the world. Americaneagle.com's unparalleled creative and technical expertise allows it to execute and deliver digital experiences to help its clients drive conversions and reach its business goals. From project discovery to implementation and support, its clients are paired with a full range of services and the most skilled professionals in the industry. For more information, please visit www.americaneagle.com

Learn how to eliminate technical dependencies from your experience management recipe with Progress Sitefinity DX.

About Progress

Dedicated to propelling business forward in a technology-driven world, Progress (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at www.progress.com

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